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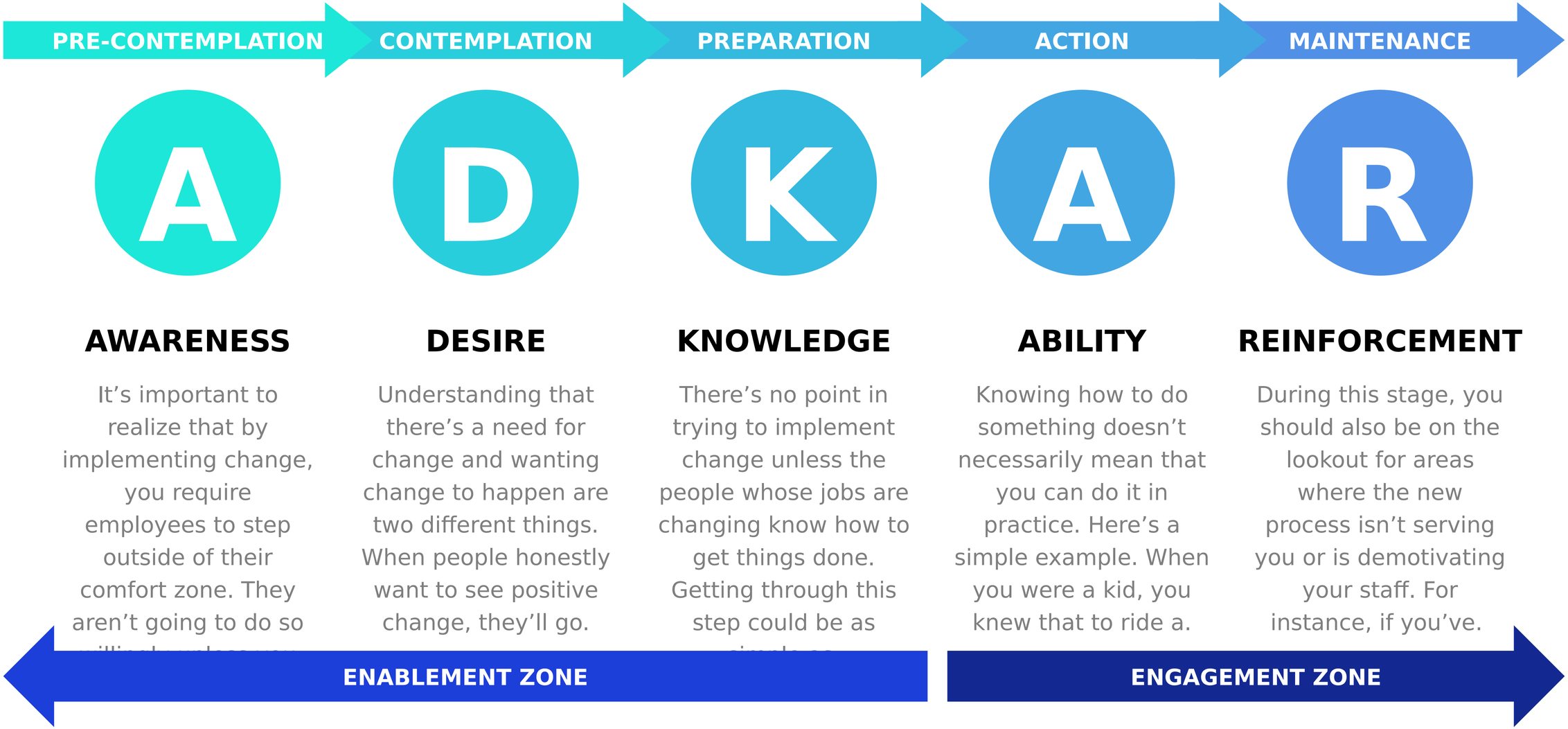
PRE-CONTEMPLATION
CONTEMPLATION
PREPARATION
ACTION
MAINTENANCE
A
D
K
A
R
AWARENESS
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KNOWLEDGE
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ENABLEMENT ZONE
ENGAGEMENT ZONE

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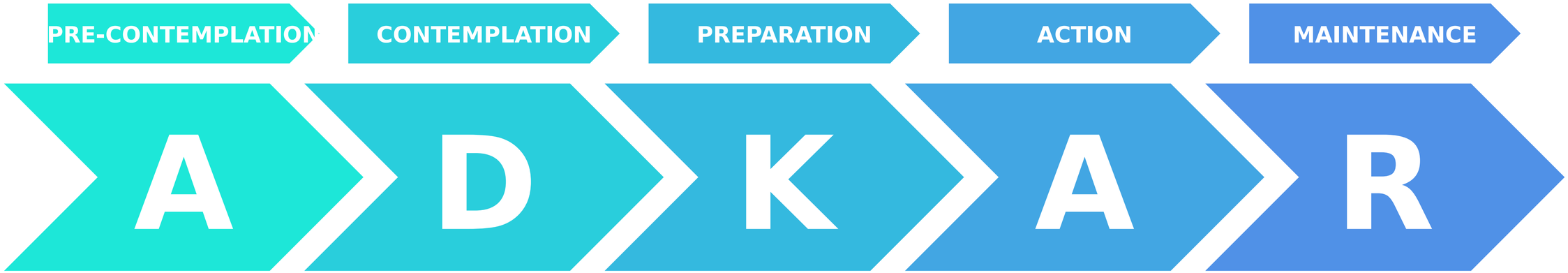

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AWARENESS

To create awareness of the need for change, you need everybody who is affected by it to be aware of the issues that triggered the initiative. That might mean sharing some uncomfortable truths, but if people don’t understand the problem with the old

DESIRE

To instill a desire for change, people need to know why it’s good for them. For example, they might not care that the business’s profits are low. But they will care if they know that low profitability may lead to the business freezing wage increases, having to implement layoffs, or even closing down.

KNOWLEDGE

There’s no point in trying to implement change unless the people whose jobs are changing know how to get things done. Getting through this step could be as simple as showing them how you want them to work from now on and where they fit into the process flow. However, people might also need training

ABILITY

When you implement a new process, you don’t want to risk any “oops” moments. Hands-on training is the best training, and once people have demonstrated their ability, you can be reasonably confident that there won’t be any costly errors later on.

REINFORCEMENT

During this stage, you should also be on the lookout for areas where the new process isn’t serving you or is demotivating your staff. For instance, if you’ve overestimated a person or department’s capacity and there’s a bottleneck in the process, people will feel overworked and stressed out.

ADKAR INFOGRAPHIC

WRITE YOUR SUBTITLE HERE

A **AWARENESS** OF THE NEED FOR CHANGE

D **DESIRE** TO SUPPORT THE CHANGE

K **KNOWLEDGE** OF HOW TO CHANGE

A **ABILITY** TO DEMONSTRATE SKILLS AND BEHAVIORS

R **REINFORCEMENT** TO MAKE CHANGES STICK

ADKAR INFOGRAPHIC

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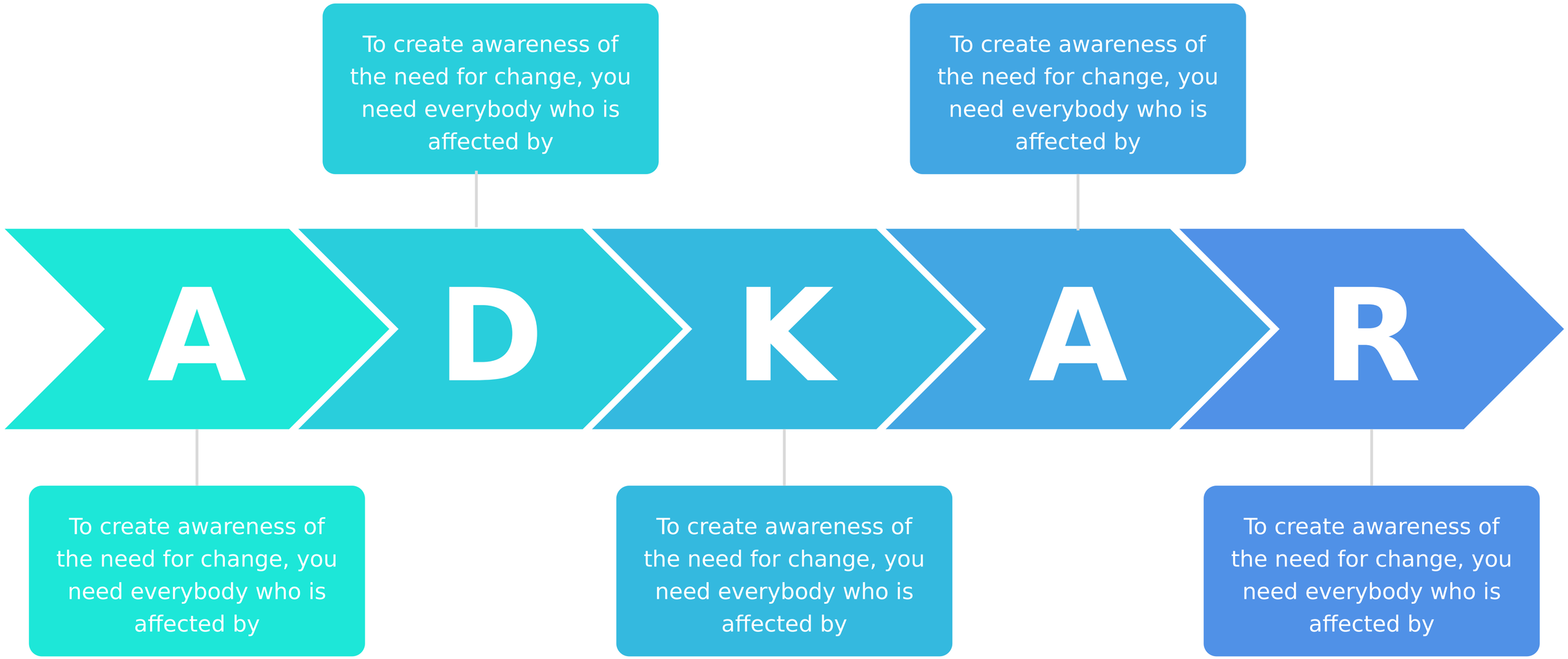
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CURRENT

TRANSITION

FUTURE

A — AWARENESS: OF THE NEED FOR CHANGE

D — DESIRE: TO SUPPORT THE CHANGE

K — KNOWLEDGE: OF HOW TO CHANGE

A — ABILITY: TO DEMONSTRATE SKILLS AND BEHAVIORS

R — REINFORCEMENT: TO MAKE CHANGES STICK

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It’s important to realize that by implementing change, you require employees to step outside of their comfort zone. They aren’t going to do so willingly unless you can.

AWARENESS

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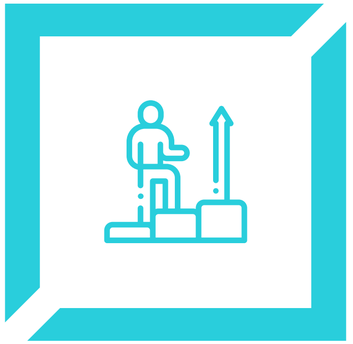

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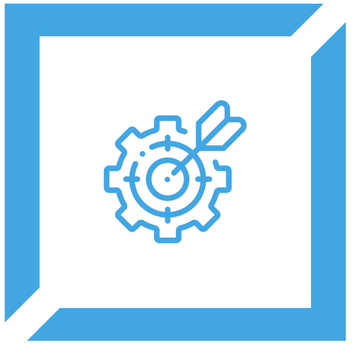

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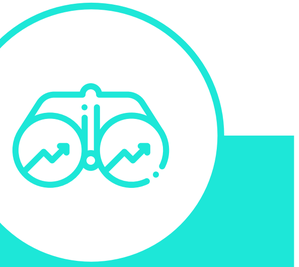

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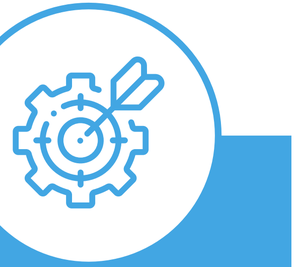

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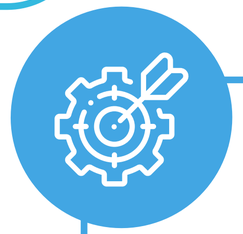

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WRITE YOUR SUBTITLE HERE

AWARENESS 50%

DESIRE 65%

KNOWLEDGE 90%

ABILITY 75%

REINFORCEMENT 40%

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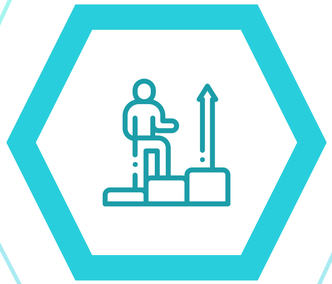

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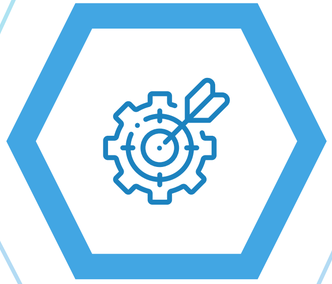

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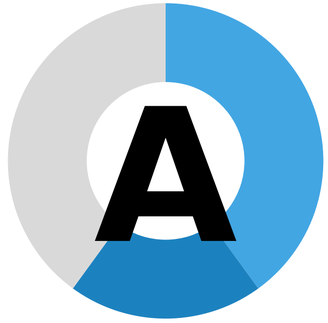

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